

# Expanding business opportunities and promoting technological capabilities in the Japanese market by participating in trade shows

## Company overview



### Company name

TÜNKERS Japan Co., Ltd.

### Parent company

TÜNKERS Maschinenbau GmbH (Germany)

### Timing and location of entry

2016, Established presence in Fukuoka, Fukuoka Prefecture  
2018, Relocated to Nagoya, Aichi Prefecture  
2024, Relocated to Handa, Aichi Prefecture

### Manner of entry

Manufacturing and sales base

### Other facilities in Japan

None

### Primary business activities Company strengths

The company excels in the manufacture and sale of clamps (fastening devices), conveyors, welding machines, and other equipment used in automotive and other manufacturing sites.

Its clamps are widely used, particularly in Europe and the United States. Its conveyors are highly safe and can be customized to suit on-site production lines, while its welding machines are more compact than general offerings in the space, giving the company key strengths in these areas.



## Background and objectives for market entry

- Japan has a strong concentration of automotive manufacturers, and the company anticipated demand for its products and opportunities for market share expansion, spurring it to consider entering the market.
- Initially, Fukuoka Prefecture served as the sales base, but the company was attracted to the Greater Nagoya area, which has a particularly strong concentration of automotive industry companies. As a result, it chose to relocate to Nagoya.
- Subsequently, the company shifted its policy to assemble its core product, parts transport conveyors, in Japan. In 2024, it relocated to the city of Handa in Aichi Prefecture, where it was able to obtain assembly space.

2016

2018

## Results after entry

- In Japan, conveyors account for a high proportion of the company's sales and serve as its core product.
- The company received a very strong response after exhibiting at a trade show in Nagoya in October 2025 and was able to connect with more than 300 attendees, primarily companies in the Greater Nagoya area.
- Follow-up visits to the companies it met at the exhibition have continued for more than two months since the event, yielding results that have exceeded initial expectations.

2024

## Contributions to Greater Nagoya region

- Participating in the trade show has increased awareness of the company and its products, strengthening ties with companies in the Greater Nagoya area.
- The company's products have a strong track record of adoption in the automotive industry in Europe and the United States, and by increasing recognition and adoption in Japan, the company is contributing to productivity improvements at Japanese companies.

2025

## Future outlook

- While maintaining a head office and assembly base in the Greater Nagoya area, the company plans to establish a sales base in the Kanto region in the future to expand sales capabilities and services.
- The company has begun accepting orders for conveyors exceeding standard sizes, and its current factory space may become insufficient. If larger factory properties or sites become available within the Greater Nagoya area, the company intends to pursue further relocation and expansion.

Future